

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Canceled).
2. (Canceled).
3. (Currently amended) **A method for e-mail-based opt-in marketing,**

comprising:

providing an ad server connected to an internet;

providing a database connected to said ad server;

having at least one webmaster server connected to said internet;

having at least one internet-enabled subscriber device connected to said

internet;

providing software instructions on each said webmaster server for
collecting an e-mail address for said subscriber device and storing said e-mail
address on said database by having an operator of said subscriber device input
said e-mail address and make a selection to opt-in for delivery of an ezine from a
plurality of available ezines to said e-mail address;

providing software instructions on said ad server to facilitate delivery of
said ezine to said subscriber device, wherein said ezine includes an ad; and

providing an incentive to a subscriber,

The method of claim 2, wherein said incentive is for responding to said ad and is selected from **[[the]] a** group consisting of redeemable program points, prizes, discounts on goods or services, sweepstakes entries, currency, and goods or services.

4. (Currently amended) A method for e-mail-based opt-in marketing,
comprising:
- providing an ad server connected to an internet;
 - providing a database connected to said ad server;
 - having at least one webmaster server connected to said internet;
 - having at least one internet-enabled subscriber device connected to said internet;
 - providing software instructions on each said webmaster server for collecting an e-mail address for said subscriber device and storing said e-mail address on said database by having an operator of said subscriber device input said e-mail address and make a selection to opt-in for delivery of an ezine from a plurality of available ezines to said e-mail address;
 - providing software instructions on said ad server to facilitate delivery of said ezine to said subscriber device, wherein said ezine includes an ad; and
- ~~The method of claim 1, further comprising~~ providing compensation to said webmaster or ~~[[said]]~~ a subscriber for referrals.

5. (Currently amended) A method for e-mail-based opt-in marketing,
comprising:
- providing an ad server connected to an internet;
 - providing a database connected to said ad server;
 - having at least one webmaster server connected to said internet;
 - having at least one internet-enabled subscriber device connected to said internet;

providing software instructions on each said webmaster server for collecting an e-mail address for said subscriber device and storing said e-mail address on said database by having an operator of said subscriber device input said e-mail address and make a selection to opt-in for delivery of an ezine from a plurality of available ezines to said e-mail address;

providing software instructions on said ad server to facilitate delivery of said ezine to said subscriber device, wherein said ezine includes an ad; and

~~The method of claim 1, further comprising~~ providing compensation to said webmaster or ~~[[said]]~~ a subscriber for subscriber responses to ads in said ezine.

6. (Canceled).

7. (Canceled).

8. (Canceled).

9. (Currently amended) A system for e-mail-based opt-in marketing,

comprising:

an ad server connected to an internet;

a database connected to said ad server;

at least one webmaster server connected to said internet;

software instructions on each said webmaster server for collecting an e-mail address for said subscriber device and storing said e-mail address on said database by having an operator of said subscriber device input said e-mail address and make a selection to opt-in for delivery of an ezine from a plurality of available ezines to said e-mail address;

software instructions on said ad server to facilitate delivery of said ezine to said subscriber device, wherein said ezine includes an ad; and

means to provide an incentive to a subscriber for opting-in,

~~The system of claim 8~~, wherein said incentive is selected from ~~[[the]]~~ a group consisting of redeemable program points, prizes, discounts on goods or services, sweepstakes entries, currency, and goods or services.

10. (Currently amended) A system for e-mail-based opt-in marketing, comprising:

an ad server connected to an internet;

a database connected to said ad server;

at least one webmaster server connected to said internet;

software instructions on each said webmaster server for collecting an e-mail address for said subscriber device and storing said e-mail address on said database by having an operator of said subscriber device input said e-mail address and make a selection to opt-in for delivery of an ezine from a plurality of available ezines to said e-mail address;

software instructions on said ad server to facilitate delivery of said ezine to said subscriber device, wherein said ezine includes an ad; and

~~The system of claim 7, further comprising~~ means for providing compensation to said webmaster or ~~[[said]]~~ a subscriber for referrals.

11. (Currently amended) A system for e-mail-based opt-in marketing, comprising:

an ad server connected to an internet;

a database connected to said ad server;

at least one webmaster server connected to said internet;

software instructions on each said webmaster server for collecting an e-mail address for said subscriber device and storing said e-mail address on said database by having an operator of said subscriber device input said e-mail address and make a selection to opt-in for delivery of an ezine from a plurality of available ezines to said e-mail address;

software instructions on said ad server to facilitate delivery of said ezine to said subscriber device, wherein said ezine includes an ad; and

~~The system of claim 7, further comprising~~ means for providing compensation to said webmaster or ~~[[said]]~~ a subscriber for subscriber responses to ads in said ezine.

12. (Canceled).

13. (Previously presented) A method for encouraging consumers to participate in an e-mail marketing program, comprising:

providing means for said consumer to opt-in to subscribe to receive an ad-containing ezine from a plurality of available ezines, at the consumer's e-mail address from said e-mail marketing program;

providing software to said consumer to allow said consumer to refer other consumers to said e-mail marketing program as referrals;

providing compensation to said consumer for any referrals; and

providing incentives to said consumer for responding to ads in said ezine.

14. (Original) The method of claim 13, wherein said compensation is selected from the group consisting of currency, goods or services, discounts on goods or services, redeemable program points and prizes.

15. (Original) The method of claim 13, wherein said incentives are selected from the group consisting of sweepstakes entries, currency, goods or services, discounts on goods or services, redeemable program points and prizes.

16. (Canceled).

17. (Previously presented) A method for encouraging webmasters to participate in an e-mail marketing program, comprising:

providing software to said webmaster to allow said webmaster to subscribe consumers to receive an ad-containing ezine from a plurality of available ezines, at their e-mail address from said e-mail marketing program;

providing software to said webmaster to allow said webmaster to refer other webmasters to said e-mail marketing program as referrals;

providing compensation to said webmaster for any referrals; and

providing compensation to said webmaster for subscribing consumers to said e-mail marketing program.

18. (Original) The method of claim 17, wherein said compensation is selected from the group consisting of currency, goods or services, discounts on goods or services, redeemable program points and prizes.

19. (Canceled).

20. (Currently amended) The method of claim ~~[[1]]~~ 4, further comprising providing software instructions on each said webmaster server or ad server to allow subscribers to retrieve ezine back issues with new ads.

21. (Currently amended) The system of claim ~~[[7]]~~ 10, further comprising software instructions on each said webmaster server or ad server to allow subscribers to retrieve ezine back issues with new ads.

22. (Previously presented) The method of claim 13, further comprising providing software to said consumer to allow said consumer to retrieve ezine back issues with new ads.

23. (Previously presented) The method of claim 17, further comprising providing software to said webmaster to allow said consumer to retrieve ezine back issues with new ads.

24. (Currently amended) The method of claim ~~[[1]]~~ 4, wherein said software instructions on said webmaster server has said operator make said selection to opt-in for delivery of said ezine when said operator inputs said e-mail address.

25. (Currently amended) The system of claim ~~[[7]]~~ 10, wherein said software instructions on said webmaster server has said operator make said selection to opt-in for delivery of said ezine when said operator inputs said e-mail address.

26. (Previously presented) The method of claim 13, wherein said subscribing means has said consumer opt-in to subscribe to said ezine when said consumer inputs said consumer's e-mail address.

27. (Previously presented) The method of claim 17, wherein said software to said webmaster subscribes said consumers to said ezine when said e-mail addresses are inputted.